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JUNE 04, 2001

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KILPATRICK STOCKTON LLP
JOHN S. PRATT, ESQ.
1100 PEACHTREE STREET, SUITE 2800
ATLANTA, GA 30309-4530



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UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

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THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 03/12/2001

REEL/FRAME: 011624/0044
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNEE:

BELLSOUTH INTELLECTUAL PROPERTY
CORPORATION
824 MARKET STREET, SUITE 510
WILMINGTON, DELAWARE 19801

SERIAL NUMBER: 09751809
PATENT NUMBER:

FILING DATE: 03/12/2001
ISSUE DATE:

JEFFREY OLSEN, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

ENTERED COMPUTER ON

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3-12-01

03-30-2001



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Attorney Docket No.: 36968/198826

TO THE HONORABLE COMMISSIONER OF PATENT
Please record the attached original documents or copy

1. Name of conveying party(ies):

George A. Durden, John R. Stefanik and Scott R. Swix

Additional names of conveying party(ies) attached?

☐ YES ☒ NO

2. Name and address of receiving party(ies):

Name: BELLSOUTH INTELLECTUAL PROPERTY CORPORATION

Street Address: 824 Market Street, Suite 510
City, State, Zip: Wilmington, Delaware 19801

Additional name(s) and address(es) attached?

☐ YES ☒ NO

3. Nature of conveyance:

<input checked="" type="checkbox"/> Assignment	<input type="checkbox"/> Merger	<input type="checkbox"/> Other
<input type="checkbox"/> Security Agreement	<input type="checkbox"/> Change of Name	

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Execution Date(s): February 13, 2001 and February 19, 2001, and February 19, 2001, respectively

4. Application number(s) or patent number(s):

SEP 10 2003

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s): 09/751,809

B. Patent No.(s):

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Additional numbers attached? ☐ YES ☒ NO

5. Name and address of party to whom correspondence concerning document should be mailed:

John S. Pratt, Esq.
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta, Georgia 30309-4530
(404) 815-6630

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$40.00

☒ Enclosed

☐ Authorized to be charged to Deposit Account.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Deposit Account No. 11-0855

40E

8. Deposit account number: 11-0855 (Attach duplicate copy of this form if paying by deposit account)

9. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

03/21/2001 DRYRNE 00000236 09751809

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Kyle M. Globerman

3/9/01
Date

Total Number of Pages Including Cover Sheet, Attachments, and Document: 5

CERTIFICATE OF MAILING (37 CFR 1.8a)

I hereby certify that this correspondence, along with any paper referred to as being attached or enclosed, is being deposited with the United States Postal Service on this 9th day of March 2001 with sufficient postage as first-class mail in an envelope addressed to the Box Assignment, Assistant Commissioner for Patents, Washington, D.C. 20231.

Tenna Robinson

ASSIGNMENT

WHEREAS, we, **George A. Durden, John R. Stefanik and Scott R. Swix**, have invented certain improvements in **METHODS FOR FORMULATING, DELIVERING AND MANAGING DATA CONCERNING PROGRAMMING CONTENT AND PORTIONS THEREOF**, which was filed with the U.S. Patent and Trademark Office on December 29, 2000 and assigned Application No. 09/751,809 claiming priority to U.S. Provisional Application Nos. 60/213,058, filed on June 21, 2000, 60/214,529, filed on June 27, 2000, and 60/231,180 filed on September 7, 2000, with the U.S. Patent and Trademark Office.

WHEREAS, **BellSouth Intellectual Property Corporation**, a corporation of the State of Delaware, U.S.A., having its principal place of business at 824 Market Street, Suite 510, Wilmington, Delaware 19801, desires to establish its ownership of all rights relating to this invention and patent application;

NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration paid by said **BellSouth Intellectual Property Corporation**, the receipt and sufficiency of which are hereby acknowledged, we have sold, assigned, transferred and conveyed and by these presents do hereby sell, assign, transfer and convey unto **BellSouth Intellectual Property Corporation**, in and for the United States and its territories and for foreign countries, the entire right, title and interest in and to said application, and to said U.S. Provisional Applications, and to the invention therein set forth, and in and to any patent which may issue thereon, or claiming priority thereto, including any reissue, renewal, division, or continuation, in whole, or in part thereof, and we hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration, any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and

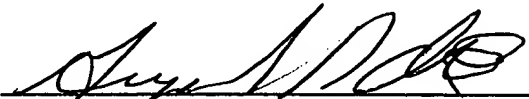
Application No. 09/751,809

Filed: December 29, 2000

Methods for Formulating, Delivering and Managing Data Concerning Programming Content and Portions Thereof
ASSIGNMENT OF RIGHTS OF PATENT APPLICATION

effect the sale, assignment, transfer and conveyance hereby made or intended to be made.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this
13th day of February, 2001.


George A. Durden

State of Georgia }
County of Gwinnett }

Then personally appeared the above named George A. Durden who acknowledged the foregoing instrument to be his free act and deed, before me, this 13th day of February, 2001.


Notary Public

Notary Public, Gwinnett County, Georgia
My Commission Expires Oct. 8, 2002

Application No. 09/751,809

Filed: December 29, 2000

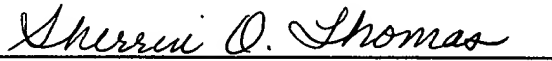
Methods for Formulating, Delivering and Managing Data Concerning Programming Content and Portions Thereof
ASSIGNMENT OF RIGHTS OF PATENT APPLICATION

IN WITNESS WHEREOF, I have hereunto set my hand and seal this
19 day of February, 2001.


John R. Stefanik

State of Georgia }
County of Gwinnett }

Then personally appeared the above named John R. Stefanik who acknowledged
the foregoing instrument to be his free act and deed, before me, this 19 day of
February, 2001.


Notary Public

Notary Public, Cobb County, Georgia
My Commission Expires May 11, 2003

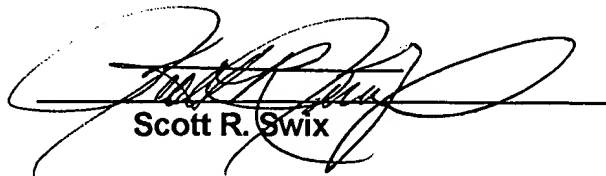
Application No. 09/751,809

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Methods for Formulating, Delivering and Managing Data Concerning Programming Content and Portions Thereof
ASSIGNMENT OF RIGHTS OF PATENT APPLICATION

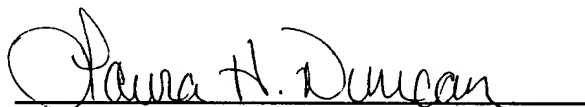
IN WITNESS WHEREOF, I have hereunto set my hand and seal this

19th day of February, 2001.


Scott R. Swix

State of Georgia }
County of Fulton }

Then personally appeared the above named Scott R. Swix who acknowledged the foregoing instrument to be his free act and deed, before me, this 19 day of February, 2001.


Notary Public

Notary Public, Gwinnett County, Georgia
My Commission Expires Aug. 27, 2004